



FIAE Annual Convention  
November 8-10, 2021  
The Graduate Hotel, Nashville, TN

Program at a Glance

Monday, November 8, 2021

<b>8 am - 12 pm</b>	<b>FMI Southern Regional Meeting</b> <i>(Invitation only)</i>	<b>Hippodrome A</b>
<b>12 Noon - 5 pm</b>	<b>FIAE Registration</b>	<b>Outside Hippodrome</b>
<b>12 Noon - 1:30 pm</b>	<b>FIAE Board of Directors Meeting</b> <i>(invitation only)</i>	<b>Saturn + Fort</b>
<b>2 pm - 4:30 pm</b>	<b>Kick Off Educational Session</b>	<b>Hippodrome B</b>

**Communicating to Get Results!**  
**Bill Graham**  
**Graham Corporate Communications**

*Moderated by Michelle Hurd, Iowa Grocery Industry Association*

*Association managers are all about communication – with your board, your staff, your members, legislators....everyone! This seasoned ASAE/IOM speaker will share three tools that can help you succeed in getting your message across: Messaging, storytelling and listening. Learn how to craft a message they will remember and get results. Learn how to engage effectively with everyone inside and outside your circle.*

<b>6:00 pm-8 pm</b>	<b>Welcome Reception &amp; Dinner</b>	<b>Cross Eyed Critters</b>
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*Bring your best karaoke song to the stage!*

Tuesday November 9, 2021

<b>7 am - noon</b>	<b>FIAE Registration</b>
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8 am – 9 am                                      **Breakfast Buffet**                                      **White Limozeen**

9 am - 12 Noon                                      **General Session**                                      **Hippodrome B**

*Moderated by Rob Ikard, Tennessee Grocers & Convenience Store Association & FIAE Chairman*

9 am – 10 am                                      **Evolve and Thrive:  
Managing Disruption through Association Collaboration and Differentiation**

***Patrick Spear, President & CEO,***

***Global Market Development Center/Retail Tomorrow***

*Faced with a rapidly evolving industry and shifting member needs, driven by Amazon's relentless focus and growth, Patrick Spear and his colleagues developed the Retail Tomorrow platform and proactively engaged other associations to expand industry collaboration efforts. As the retail and CPG industry continues to face disruption, Patrick will share his insights and offer suggestions for maintaining relevance and driving future growth.*

10 am - 10:30 am                                      **Networking Break**

10:30 am– 12 Noon                                      **Leadership in the changing retail environment:  
Is your association meeting the demands?**

*Join us for insight from two grocery executives who are also volunteer leaders of FIAE member associations. What challenges do they face in leading organizations during a pandemic? How can we better serve their companies?*

***Tim Lowe, Lowes Foods, Winston-Salem, NC***

***Rick James, Castle Retail Group, Memphis, TN***

12: 00 p.m. – 1:30 pm                                      **Networking and Lunch**                                      **White Limozeen**

***Presentation of the CBA Excellence in Government Affairs Award***

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1:30 pm – 2:30 pm                                      **Energizing Engagement**                                      **Hippodrome B**

**Bill Graham, Graham Corporate Communications**

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*“An engaged employee works with passion and feels a profound connection to his/her organization.”*  
Gallup Research

Do you have board members who attend a meeting, watch the clock and leave with zero homework...or don't do anything they are assigned? Have staff members who work just hard enough not to get fired? In today's world of remote work, how do you keep staff energized? How do you keep your board, your members and your team passionate and profoundly connected?

The research compellingly suggests that the greatest opportunity to improve engagement may be with **you**. This hour will give you 12 steps that you can take to boost your stakeholders' engagement.

**2:30 pm– 4:30 pm**                      **State Executive Dialogue**                      **Hippodrome A**

For state association senior staff exclusively – join in a candid dialogue with your peers to answer your questions and learn from each other.

*Moderated by Kathy Kuzava, Georgia Food Industry Association,  
FIAE Convention Chairwoman*

**4:30 pm– 5 pm**                      **FIAE Annual Membership Meeting**                      **Hippodrome A**  
*(FIAE members only)*

**6:30 pm**                      **FIAE's Annual Reception/Dinner**                      **Hippodrome B**

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It's Our Business to Protect Yours



**Wednesday November 10, 2021**

**9 am - 10 am**                      **Brunch General Session**  
**“The Lens: Shifting Our Perspective on Leadership”**  
**Kevin Paul Scott**                      **Hippodrome B**

*Moderated by Dave Davis, Utah Food Industry Association*

*How we view things changes how we do things. Leaders often make changes to organizational structure and strategies without addressing the one thing that can radically transform their organizations --perspective. In the changing landscape of associations, Kevin helps us not overlook this pivotal principle that will unlock new opportunities and unleash our potential.*

**10 am-12 Noon**                      **State Executive Roundtable**                      **Hippodrome A**  
Two additional hours of sharing among FIAE state association colleagues!

*Moderated by Michael Durant,  
Food Industry Alliance of New York State*

**Adjourn**